

AMERICAN NURSERYMAN

A NATIONAL TRADE JOURNAL FOR
NURSERY GROWERS AND DEALERS

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Nursery Stock, Orchard, Landscape Planting, Distribution
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Vol. I

ROCHESTER, N. Y., SEPTEMBER, 1916

Number 2

The Painesville Nurseries



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American Association for Advancement of Science—L. O. Howard, Smithsonian Institute, Washington, D. C.
American Association of Park Superintendents—J. J. Levison, Brooklyn, N. Y.
American Genetic Association—G. M. Rommell, Washington, D. C.
American Pomological Society—Prof. E. R. Lake, 2033 Park Road, Washington, D. C.
American Society of Landscape Architects—Ailing S. DeForest, Rochester, N. Y.
American Rose Society—Benjamin Hammond Pencon, N. Y.
British Seed Trades Association—Charles E. Pearson, Lowdham Notts, England.
California Walnut Growers' Association—C. Thorpe, Los Angeles, Cal.
California Almond Growers' Exchange—T. C. Tucker, San Francisco, Cal.
Eastern Fruit Growers' Association—T. B. Symons, College Park, Md.
Georgia-Florida Pecan Association—W. W. Bassett, Monticello, Fla.
International Apple Shippers' Association—R. G. Phillips, Rochester, N. Y.
Mississippi Valley Apple Growers' Society—James Handly, Quincy, Ill.
Missouri Valley Horticultural Society—Mrs. Elsie Beard Arthur, Kansas City, Kan.
National Commercial Apple Growers' Association—President, H. M. Dunlap, Savoy, Ill.; Secretary, H. C. Irish, 127 Childress Ave., St. Louis, Mo.
National Pecan Growers' Exchange—W. P. Bullard, Albany, Ga.
National Nut Growers' Association—W. P. Bullard, Albany, Ga.
Northern Nut Growers' Association—Dr. W. C. Deming, Georgetown, Conn.
Ontario Fruit Growers' Association—P. W. Hodgetts, Toronto, Canada.
Ornamental Growers' Association—C. J. Malloy, Rochester, N. Y.
Royal Horticultural Society—Rev. W. Wilks, Vincent Sq., London, S. W., England.
Railway Gardening Association—W. F. Hutchinson, Sewickley, Pa.
Society for Horticultural Science—C. P. Close, Washington, D. C.
Society of American Florists and Ornamental Horticulturists—John Young, New York.
Union Horticole Professionnelle Internationale—C. Van Lennep, The Hague, Holland.
Western Walnut Association—H. V. Meade, Orenco, Ore.
Connecticut Nurserymen's Association—President W. E. Campbell, New Haven; Secretary, F. L. Thomas, Manchester.

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THE AMERICAN NURSERYMAN---September 1916

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ADVERTISING—First advertising forms close on the 20th of each month; last advertising forms on the 22d. If proofs are wanted, copy should be on hand on the 15th. Advertising rate is \$1.40 per column-width inch.

"AMERICAN NURSERYMAN" is distinctive in that it reaches an exceptional list and covers the field of the business man engaged in Commercial Horticulture—the earlot operator. Here is concentrated class circulation of high character—the Trade Journal of Commercial Horticulture, quality rather than quantity.

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WHAT THIS MAGAZINE STANDS FOR—Clean chronicling of commercial news of the Planting Field and Nursery. An honest, fearless policy in harmony with the growing ethics of modern business methods.

Co-operation rather than competition and the encouragement of all that makes for the welfare of the trade and of each of its units.

Wholesome, clean-cut, ring true independence. **INDEPENDENT AND FEARLESS**—"AMERICAN NURSERYMAN" is not the official journal of any organization. It therefore makes no distinction in favor of any. It is untrammelled in its absolutely independent position and is the only Nursery Trade publication which is not owned by nurserymen.

This Magazine has no connection whatever with a particular enterprise. Absolutely unbiased and independent in all its dealings.

Though it happens that its place of publication is in the eastern section of the country, it is thoroughly National in its character and international in its circulation.

Its news and advertising columns bristle with announcements from every new corner of the Continent.

It represents the results of American industry in one of the greatest callings—Commercial Horticulture in all its phases of Nursery Stock, Orchard and Landscape Planting and Distribution.

AMERICAN FRUITS PUBLISHING COMPANY, INC.

Ralph T. Olcott, Editor and Manager

39 State St., Rochester, N. Y.

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A NATIONAL TRADE JOURNAL
FOR GROWERS AND DEALERS

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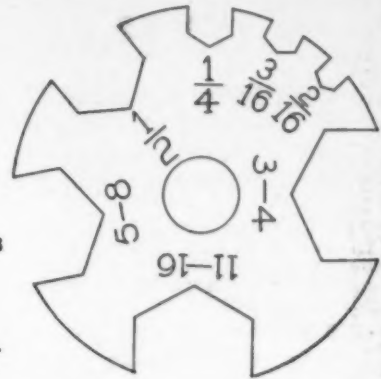
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ROCHESTER, N. Y. SEPTEMBER, 1916



Shall the Consumer Buy at Wholesale

[This is the second in the series of articles on the subject of wholesale prices to the consumer—a problem long ago solved in many other trades to the great advantage of the industries they represent. Shall the Nursery Trade get out from under its greatest handicap—the millstone which is holding down prices and making the business less and less profitable? Let us hear from others—both wholesalers and retailers—EDITOR]

Editor American Nurseryman:

I have read with much interest Mr. A. C. Hanson's "Impressions of a Retailer on the 1916 Nurserymen's Convention," which was printed in the August number of your paper. This article of Mr. Hanson's is a good one and promises to start the ball rolling so far as bringing out discussions from various angles on this very important question. The great problem of "Shall the consumer buy his nursery stock at wholesale prices" should receive the attention of every nurseryman interested in the future of his business for to my mind it is a question of "Shall the traveling salesman be eliminated and nursery stock sold direct through catalogue or through wholesalers, or should the retailer, who does business through the traveling salesman, be considered as a necessary factor through which to distribute nursery stock to the consumer at prices that will enable him to make a living?"

I have been attending the national conventions for the past ten years and my impressions of the various nurserymen attending the American Association of Nurserymen's convention lead me to believe that the nursery business throughout the country is being conducted by men above the average intelligence and business ability. There is no question in my mind that the nurserymen of the United States are fully capable to meet any trying situation that may confront them in their business. But it is really very astonishing to anyone either in or out of the trade noting the great variance in prices quoted by the different nurserymen, that such a chaos is allowed to exist in the business.

It is true that wholesale prices in general are in a degree uniform and represent but a very small profit to the wholesaler for goods handled in large quantities. But when it comes to the retail end of the business, we find no uniformity in prices whatever. The reason for this is that many retailers fear that they will not be able to dispose of their goods unless they compete, in a measure, with wholesale prices which are being continually made to the consumer.

SHORT-SIGHTED WHOLESALE POLICY

The retailer has been driven to desper-

ation in his anxiety to discover some method through which he can dispose of his stock in competition with the big wholesaler and make enough profit to continue in the business. Of course, the retailer selling through agents must not only fix his prices to cover the cost of the goods, when purchased at wholesale, plus the expense of handling and profit, but he must add the commission paid the agents, the freight charges, the overhead expense, shrinkage on bad bills, and other unforeseen losses. He can fairly compete with any other nurseryman handling goods in the same manner that he does through agents, but he finds himself powerless to compete with the wholesaler who, after loading the retailer with his entire wants for the season, finds that he still has a surplus and quotes the consumer prices at wholesale and very often at cut prices on "clean-up" stock at the end of the season. In almost every community dozens of consumers can be found who will tell you that they buy their goods at wholesale and very often display price lists much below that which the retailer paid for his own stock in carload lots.

The American public is alive to take advantage of every opportunity offered them when buying on the open market and they are fast becoming educated to use the mails to secure the lowest prices on every item they wish to purchase. The wholesaler has reaped a fat harvest by being able to dispose of his entire surplus through the mail to various planters and it is no wonder that the wholesaler is not in sympathy with any plan that would curtail the distribution of wholesale lists or the making of wholesale prices to those outside the trade.

EUROPEAN EFFECT

The European war has added another burden to the retail nursery business in the United States. The excessive importation of shrubs, ornamentals and in fact all kinds of nursery stock has demoralized the wholesale market as well as the retail market and prices are now being made to planters based on the cost of production, not in America, but war-ridden Europe where 19c will buy 10 hours labor. Catalogues and price lists

quoting European grown stock are being distributed broadcast through this country. Not, however, quoted as European grown, but under the name of well-known American nurserymen, and at prices so low that no dealer could meet, with stock grown by American labor.

Is it any wonder that the retailer complains and asks for some sort of protection for his business.

I believe the time has come when the nursery business will necessarily be handled either entirely through the wholesaler or entirely through the retailer. But should the retailer be eliminated, every nurseryman knows that the business will be reduced to at least one-quarter of its present volume. Seventy-five per cent of the nursery stock sold north of the Mason and Dixon line is disposed of through the traveling salesman. We must either protect the traveling salesman, or he must be eliminated from the field. No one will question this argument for it is not reasonable to believe that any prospective customer will pay \$5 per dozen for trees to an agent when he can, by spending a two-cent stamp, buy them from the wholesaler at \$1 per dozen plus the freight and wrapping.

CURTAILING THE RETAILER

The only argument that the wholesaler puts up against this point is that all of the buyers do not know that they can buy their trees at wholesale and that in this field there is business for the retailer. I ask "How long will such a field be fruitful?" The answer is "No longer than it will require for the wholesaler to discover the business and he will be there with his wholesale price list."

At the Milwaukee Convention the writer, as chairman of the committee on "Who is Entitled to Wholesale Trade Lists" made an effort to bring before the convention a plan that would in a measure curtail the widespread distribution of wholesale surplus lists. My plan of allowing six nurserymen in each state with the vice-president as chairman to furnish a list of nurserymen entitled to trade lists in their state met with strong opposition from the wholesalers

Continued on Page 34

"How To Make America Beautiful"

The Publicity Campaign Slogan for the Nurserymen of America, as Proposed by Dr. Herbert S. Houston, Vice-President of Doubleday, Page & Co., and President of the Associated Advertising Clubs of America—Abstract of Dr. Houston's Address Before the Ornamental Growers Association in New York City, August 2, 1916

[The following abstract is one of the most important articles that has appeared in a Nursery Trade Journal in America. The AMERICAN NURSERYMAN is especially pleased to be able to present it to its readers and asks a careful perusal of it by all. The Nursery Trade is to be congratulated beyond measure in being privileged to have such able and timely advice on a subject affecting the very life of the industry. We trust that with the other excellent advice which has been given to the Nurserymen this summer along the same lines definite results will follow.—EDITOR]

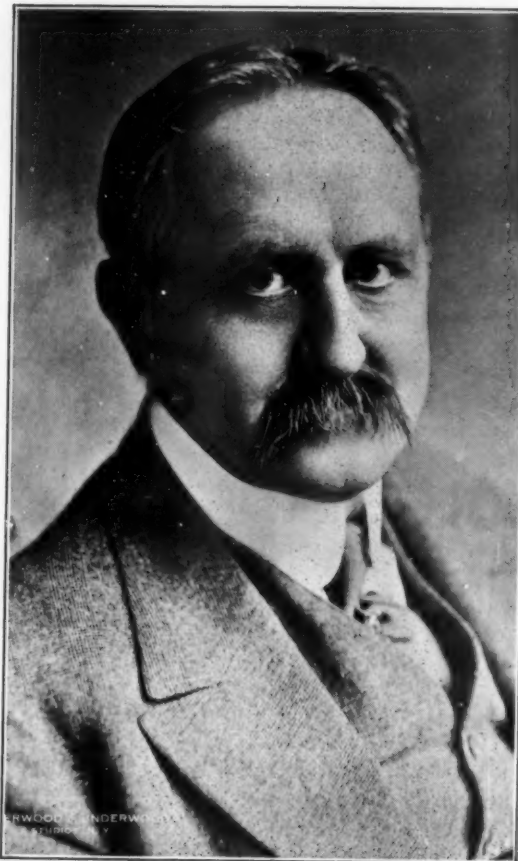
THIS Association is facing a real opportunity. By co-operative and united effort you men can do much to make America a more beautiful place in which to live—and while doing this extremely valuable and important work, you can add to your own prosperity.

"Now I have been asked to speak briefly about co-operative advertising as applied to your organization. I think the clearest and most effective way to present the matter is by telling you what other organizations have done and thus indicate what you could do, not on the basis of a promise but on the basis of fact. Oddly enough the most successful co-operative advertising campaigns that have been carried on in America have had to do with trees. These have been with trees after they had been put in the form of lumber and offered for building purposes. The Red Gum Association, the White Pine Association and a number of other groups of lumber dealers have carried on most successful campaigns.

"I am interested in particular to tell you something of the Red Gum campaign. Here was a wood that was not widely known. Those who had it to sell were in the main lumber men in Arkansas and other southern states where advertising and selling had not progressed very far. But these Red Gum lumber people had a vision. They felt that by getting together they could greatly increase the market for their product. And they got together and levied an assessment on their sales, so that each concern was bearing its proportionate burden of the cost of the campaign, and started in. The results have been remarkable. Red Gum wood has been introduced to the country and the campaign has been increased each year until now I believe \$75,000 is being spent in carrying it forward. It started only a few years ago with about \$30,000.

"Now surely if the lumber produced along the lower Mississippi can be sold through co-operative advertising, the ornamental trees that are planted around American homes in order to beautify them can be sold in the same way. Why not start out on a campaign and adopt some such motto as 'How To Make America Beautiful'? Instantly such a challenge as this would arrest attention. It would have great advertising value. By putting it in the forefront of your campaign, you would commend yourselves to right-thinking people everywhere. And what is more to the point, you would enlarge the market for your trees.

"Now isn't it probably true that while you



DR. HERBERT S. HOUSTON, Garden City, N. Y.
Vice-President Doubleday, Page & Co., President Associated Advertising Clubs of the World

men have been studying methods of getting a better product, by soil cultivation and a study of species and all other technical matters that have to do with your interesting business—that while you were engaged in production you have not given the thought required to the equally important matter of distribution. But while you were busy with production, many able men have been giving their best effort to studying all matters that have to do with marketing. Advertising has been developed and standardized in a truly remarkable way. It has come to be recognized as the most efficient and economical force to put behind distribution. Here in this hotel I heard Hugh Chalmers, a great master both in production and in marketing, say that the problem that was before the American business man was not production, for he had made a thorough study of that and understood how to get the best results, but that the matter that disturbed him and required his best endeavor was that of distribution. He put it in this graphic way: "In my judgment, the proper proportion of

thought and attention is 25% on production and 75% on distribution." I dare say that you men have just reversed this ratio. But most assuredly if you are going to build up your business in a broad way and get a wider market for your product you must give increased thought to distribution."

Mr. Harlan P. Kelsey asked Mr. Houston what definite suggestions he had to offer for a campaign for the Ornamental Growers' Association.

Mr. Houston replied: "My suggestion would be that you follow the plan that the Red Gum Association and these other lumber associations have followed. Determine on what your annual sales are and then levy, say 1%, for an advertising fund. In this connection I should like to ask a question myself—'About what are the annual sales of the members of this organization?' Mr. Wyman replied that they were about \$4,000,000.

"Well, 1% of \$4,000,000," said Mr. Houston,

Continued on Page 31

Say you saw it in AMERICAN NURSERYMAN

American Ass'n of Nurserymen—Office of Secretary

CREDIT AND COLLECTION BUREAU

To the Members of the American Association of Nurserymen:

The Executive Committee of your Association, being instructed by the recent convention at Milwaukee, has caused to be organized, as a part of the Association's activities a Credit and Collection Bureau for the sole use and benefit of members and under the management of Curtis Nye Smith, the Association's Counsel and Secretary.

This announcement can only briefly outline the Bureau's organization, uses and benefits, but further information can be secured from the secretary.

The principal objects of this bureau are:

1. Cheap, yet efficient collection of members' accounts.
2. Prevention of bad accounts by frequent publications of names of undesirable customers.
3. Credit Reports.
4. Free expert legal advice on Bankruptcy, Assignments and kindred subjects: acting as Trustee and Receiver.
5. The improvement of the standards of Credit.

To explain—A co-operative movement of many merchants in the same trade can compel desirable results in many matters where separate units, acting independently, have no remedy. In the matter of collecting bad accounts, nurserymen have, up to now, failed to use one of the most powerful weapons, namely, co-operation. By the Bureau's unique system of collection, impossible to secure by the ordinary methods of collection agencies and attorneys, the debtor knows, for he is told, that if his account is not paid on demand, his name will be published to the entire membership, and his credit will cease. This is a stern, but fair, compelling force for payment. Failing payment by this "Demand letter" the claim is vigorously pressed by the Bureau's attorneys and by the local attorneys in Debtor's home town. The entire service is comparable to and is as efficient as the best of the mercantile or collection agencies. It operates with equal effect on California, Florida, Maine or Canadian debtors. While the Association's counsel is in charge, yet the active superintendence of this work is with his assistant, an attorney having had long and successful experience in this work.

The fees, which are payable only in the event of actual collections are moderate and in some instances less than those of the reliable mercantile agencies and attorneys, as follows:

1. "Demand letter" (supra). Minimum fee \$1; 5% on collection of \$20 to \$1,000; 3% on excess of \$1,000.
2. Attorney Department. Fees 10% on the first \$300; 5% on excess of \$300 to \$1,000; 2½% on excess of \$1,000. Minimum fee \$3; on items of \$6 or less, 50%. Minimum suit fee \$5.

Where local bar rates govern, above rates necessarily superseded.

Net revenue of the Bureau goes to the treasury of your association.

There are certain regulations to guide members.

1. Each account shall be in duplicate, one copy being itemized.

2. At present, until the volume of business is ascertained, the accounts shall not be under \$5 exclusive of interest, nor be over 9 months past due. We recommend, however, that accounts be sent for collection promptly after falling due as this will cre-

ate better credit principles and relieve members of the expense and troubles of the labor of collection and prevent losses by delays. However, accounts more than nine months past due will be accepted and vigorously pushed on receipt of filing fee of fifty cents.

3. Each account will show whether debtor is a nurseryman, dealer or retail customer by the letters "N," "D," and "R," respectively.

A valuable benefit to members is the "Notification Sheets," giving the names and addresses arranged alphabetically and geographically (i. e. by states) whether nurserymen (N), dealer (D) or retail customer (R), of delinquent, undesirable or unworthy customers. These sheets are made up from the accounts actually sent in for collection, and so, live information. They are periodically issued, more frequently prior to and during the shipping season. They can save thousands of dollars to members.

Credit Report—Information within knowledge of Bureau, free. Special local reports, fee 60 cents.

The Bureau is fully organized, equipped and awaits the opportunity to serve members. The Executive Committee recommends that all members send their accounts for collection to the secretary because this bureau is an association activity and is supported by fees earned. It is hoped, besides, to make a reasonable profit for the general expenses of the association, thereby directly benefiting the members in addition to the great benefits of the service itself.

CURTIS NYE SMITH,

Boston, Mass., Aug. 11, 1916. Secretary.

To Make America Beautiful

Continued from Page 30

"would be \$40,000 a year. That would give you a good fund to make your experiment with. I should not advise more. But if you will place that fund at the disposal of your Publicity Committee, you will get results that will cause you to go forward and enlarge your campaign, year after year. My suggestion is that the whole matter be turned over to your Committee with power to go ahead. This advertising should be done over the name of your organization. It should be educational in the best sense. Get people to plant trees and shrubbery more and more. The result will be that each

of you will get a fair share of the increased business. A good plan would be for an interesting booklet to be prepared that could be sent to those who made inquiries as a result of the advertising. In this booklet have the names of your members arranged in alphabetical way and in a geographical way and let each one have the same amount of space, say, for example, one inch in depth and a column width, in which could be catalogued the things offered for sale. Have everything set in the same type. Don't let one member have any advantage in any way. By putting all on the plane of equality of treatment, you will avoid jealousy and trouble. When an inquirer has received this attractive booklet, which should be an elaboration of the advertisement along planting lines, he will find a list of the members and can pick out someone to whom he will write for specific information. The result will be that you will carry on a great common propaganda; you will produce many inquirers to whom the booklet will be sent; and through the distribution of the booklet, definite points of business contact will be established. But in addition to this direct result, important as that will be, you will be building up in the minds of the American people the conviction that they should undertake to beautify their home grounds and make America a more attractive country to live in. This broad educational work will definitely help the advertising that each one of you may do independently. So in answering Mr. Kelsey's question, I should say that the thing to do is to get action. Determine the amount of your sales and then levy an assessment and place this fund in the hands of your Publicity Committee with instructions to go forward. In my judgment, when you reach this decision and get this action, you will begin a campaign that will never stop."

When an American importer of nursery stock ships the original cases to his customer he must not remove the foreign marks and certificates, substituting his own, unless he has in fact had the stock inspected and certificated by his own state entomologist.

Special Offer to New Members of the American Association of Nurserymen

The American Association of Nurserymen should have a membership much larger than its present list. It is doing a greater work than ever for the Nursery Trade and the definite benefits afforded members are numerous.

So many Nurserymen have expressed high appreciation of the direct value of both

The American Association of Nurserymen

—A N D—

The American Nurseryman

that we offer the leading Nursery Trade Journal of America for one year for seventy-five cents to all Nurserymen who become NEW MEMBERS of the American Association of Nurserymen before January 1, 1917.

Just notify us when you send your application to the secretary or to any member of the American Association and we will enter your subscription upon approval of the application and will bill you therefor in due course at the rate named.

AMERICAN FRUITS PUBLISHING CO., INC.

39 State Street, Rochester, N. Y.

Summer Meeting of Texas Nurserymen's Association

Editor American Nurseryman:

The Texas Nurserymen's Association met at College Station July 26, as appointed in program in Badge Book, was called to order by Vice-President J. M. Ramsey, the president, Will B. Munson, being absent on account of sickness.

Mr. B. Youngblood, superintendent of the State Experiment Station Department of Texas, delivered an address outlining the work being done for Texas Horticulture by his department and also work which he has in contemplation and showing the need of his department having a horticultural investigator, that this work may be more effectually done, not only testing trees and plants but also making and reporting new investigations in horticulture.

The subject "Legitimate and Helpful Co-operation Among Nurserymen," was discussed at length, led by Vice-President J. M. Ramsey. The discussion brought out the fact that in nursery products the prices of today are too low and have not kept pace with the general high cost of living, labor and other requisites, in fact that the prices of nursery stock should be materially raised to meet these new conditions, and that our nurserymen should co-operate together in many ways for the mutual interest of all.

Co-operation with the American Association of Nurserymen was discussed at length. This discussion was led by Mr. C. C. Mayhew, in a letter to the secretary which follows:

Sherman, Texas, July 22, 1916.
Mr. John S. Kerr,
Secy. Texas Nurserymen's Association,
College Station, Texas.

Dear Sir—I regret very much my inability to attend this meeting of Texas Nurserymen's Association, but have been unexpectedly called out of the State for a part of next week.

I feel however, that it is quite important for the Texas Nurserymen, who failed to attend the two last meeting of American Association, to familiarize themselves with the work which is being undertaken by the American Association of Nurserymen.

At the Detroit meeting, 1915, the American Association was practically reorganized under a new constitution and by-laws, providing for the handling of the affairs of the Association by an Executive Committee, selected from the various sections of United States.

The first Executive Committee did some splendid work; at the Milwaukee meeting it was clearly demonstrated that the members of the National Association were enthusiastically with the Executive Committee. One of the most important features of the work of the Executive Committee was the employing of an attorney to handle certain affairs of the Association; give them advice, and also to advise any member at any time, without cost, on any question pertaining to the nursery business.

At the Milwaukee meeting, the Executive Committee added to the duties of the Association's attorney, Mr. Curtis Nye Smith, of Boston, to such an extent that it virtually makes Mr. Smith business manager of the Association. In addition to Mr. Smith's duties as attorney, he is secretary of the Association, publishes the trade bulletin, which goes only to members, installs a collecting agency, which will handle all accounts, both wholesale and retail, which are placed with the collecting agency by members of the Association. Mr. Smith also will work with and advise the various committees probably the most important of which are first, of course, the Executive Committee, Committee of Transportation, Committee on Legislation, and a new committee whose duties will be to prepare a trade-mailing list. This new committee which was appointed at Milwaukee, is made up of the vice-presidents of the various states whose duties will be to select additional state committeemen and make up a state list of nurserymen and dealers, who are entitled to receive trade lists.

After this work has been done in the various states, the data will be gotten together compiled in a convenient form for use as official mailing list of members of the American Association of Nurserymen. As vice-president from Texas, I request that the Texas Nurserymen's Association suggest a list of five nurserymen who will be best qualified to assist in the making up of a list of nurserymen and dealers who are entitled to receive the wholesale trade lists of nurserymen.

I regard this as a very important piece of work. We all know that wholesale trade lists go to a vast number of people who are not entitled to buy from our wholesale lists.

Another committee of the National Association which has been doing some splendid work, is the Committee on Arbitration. Mr. W. C. Reed, of Vincennes, Ind., is chairman of this committee, which was appointed directly after the Detroit meeting. Under a resolution adopted at the Detroit meeting, which created the Arbitration Committee to arbitrate differences between members, no firm can retain membership in the National Association who declines to submit his differences with a fellow-member to the Committee on Arbitration.

You can see at a glance the worth of the work of this committee. Differences between members are reduced to writing; correspondence or contracts backing up their contentions are assembled, data placed with the chairman, who goes carefully through same, renders his verdict, places it in an envelope under a number, forwards date to another member of his committee who renders his verdict, and forwards same to the chairman, who forwards data to another member, and so on until it goes the round. No member knowing what any other's opinion has been until it all reaches the hands of the chairman.

After opinions have been received from all members of the committee, the chairman accepts the findings of the majority, which makes the verdict that must be accepted by both parties to the controversy. This assures as fair, as economical, and as quick a settlement as could be hoped for in any other way. The Committee on Arbitration have settled several differences between members. Their findings have been accepted, as far as I was able to learn, by all parties interested, and I think as a rule, members who have used the Arbitration Committee feel very grateful for their splendid work.

Perhaps the most important and far reaching work of the committee on legislation is their work on a uniform state inspection law. Co-operating with this committee is a committee from the entomologists and nursery inspectors, who have agreed with the committee from the American Association of Nurserymen on a fair and workable state law, which can, and doubtless will be, adopted by most of the states thus practically the same law in every state in the Union, which will certainly be very much more desirable than the various laws under which we are at present operating.

The Committee on Transportation is also doing some splendid work. Every nurseryman in the United States whether he is a member of the National Association or not, is indebted to the executive committee of the National Association and is also indebted to all other committees of the National Association, for the work which is being done. He will certainly profit by their work. Every nurseryman of Texas, in fact, every nurseryman of the United States, who is actively engaged in the nursery business should by all means become a member of the American Association of Nurserymen; and do his part toward making the American Association of Nurserymen what it is possible to make this Association.

No nurseryman actively engaged in the business can afford to miss the benefits which will be derived from the publishing of bulletins by the American Association of Nurserymen's manager. No nurseryman can afford to miss the splendid service it is possible for him to receive, practically without cost, from the association's attorney. No nurseryman can afford to miss the help he will get in many ways from the National Association, provided he is a member. Of course, he will get general benefits whether he is a member or not, though there are many benefits which will be received only by members of the Association.

The cost of membership in the National Association, which gives the privileges before enumerated and many others is \$5 per year; plus a certain amount based on the volume of business done. Application for membership should be filed with the Association's secretary, or some member of the Executive Committee, who can give the exact cost of membership; that is the exact amount above the \$5 membership fee; and I believe he will find this the best investment it is possible for him to make.

About half of the meetings of the National Association at Milwaukee were executive. The proceedings of these meetings will be published and mailed to members only. Every nurseryman actively engaged in the business should certainly read these proceedings.

Again regretting my inability to be with you at this meeting, and with best wishes for all members, I am,

Yours very truly,
C. C. MAYHEW.

The discussion following this communication was spirited and covered a wide scope. Texas Nurserymen are urged to join and co-operate with the American Association.

A motion was made and carried that the president appoint a committee of five to revise and correct a trade mailing list to be used by nurserymen including only those nurserymen and florists who are really in the nursery business, and excluding those whose are merely growing a few trees as a side line and who have merely secured an inspection certificate. This trade list to be for use of members of Texas Nurserymen's Association as well as for members of the American Association. Also a motion prevailed that the President appoint a committee of five to figure out the actual cost of growing and selling stock under existing conditions and on such findings to suggest reasonable retail prices and report at the coming fall meeting for the information of members.

On July 27 and 28 according to previous arrangement and program the Nurserymen met with the State Horticultural Society, in its 30th annual sessions which proved pleasant and profitable.

The following resolution was offered through the Texas Farmers' Congress in the interest of the nurserymen and horticulturists of Texas:

Whereas the Horticultural interests of Texas are paramount to her other agricultural resources, and are much in need of investigation and improvement, be it

Resolved, By the Texas Farmers' Congress that our honorable legislature be asked to include in the appropriations made to the State Experimental Department five thousand dollars for Horticultural investigations, and for a Horticultural investigator under the department. The executive committee of the Nurserymen's Association voted \$25 for the support of the Farmers' Congress.

THE FALL MEETING

The Executive Committee decided upon Waco as the best place for the fall meeting of the Texas Nurserymen's Association which is to be held on the fourth Tuesday and Wednesday which is 26th and 27th of September.

We want a rousing meeting at Waco, the 26th and 27th of September. We can make it the most pleasant and most profitable ever, if only every man will do his part. May we count on you?

A copy of these proceedings will be mailed to each of the three hundred nurserymen and florists on our mailing list, which please accept as a special message from your secretary.

JOHN S. KERR,
Sherman, Texas. Secy. and Treas.

Say you saw it in AMERICAN NURSERYMAN

Were you at the Milwaukee convention? If so you were impressed with our

NATURE REPRODUCTIONS

By the New Process

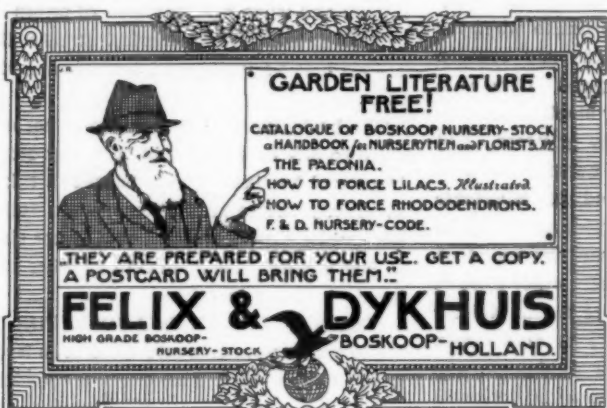
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Shall the Consumer Buy at Wholesale

Continued from Page 29

present. Fortunately the retailers were strong enough to adopt this plan and the executive board was instructed to put it into operation. It is to be seen whether the wholesalers will follow the instructions of the convention. The opinion of many of the retailers at the present time is that the action taken at the convention would not bring the desired result without some effective weapon to enforce it.

FOR A RETAIL ASSOCIATION

Would it not be the part of wisdom for the retailers of the United States to organize a purely retail association with headquarters in some central west city, say Chicago, where yearly meetings could be held and the retail business thoroughly organized. I notice that in all other lines of business the retailers have their associations while the wholesalers have theirs. A combination of the two cannot result in very much benefit to either side. If the retailers have their own organization, regulations can be made that will in a measure protect their business. The big wholesaler certainly respects the trade given him by the retailers, but if no protest is made, we cannot blame him for disposing of his stock through any avenue that is open to him. A protest in itself is ineffectual unless backed by an organization of business men banded together for mutual protection. The retailers should have such an organization.

A National Retail Nurserymen's Association would be beneficial in a great many ways. We are sadly in need of an effective Collection Bureau and this could be maintained at headquarters at less than half that the various nurserymen are paying for collecting their accounts through local attorneys and commercial collection agencies. A National Retail Association, is, so far as I can see, a splendid solution to this whole question.

STATUS OF THE LANDSCAPE GARDENER

Now, it is evident from the various comments that have been made, that many of those engaged in allied trades did not understand the intent of the resolution adopted at the Milwaukee convention. I wish to say that the retailers have no desire whatever to eliminate from the trade any concern or individual actively engaged in the sale and distribution of nursery stock to the consumer. Florists, dealers, growers, and retailers, alike, if buying nursery stock to re-sell are surely entitled to wholesale lists. But we do not propose to recognize competition that uses cheap nursery stock to draw trade to stores where other lines of merchandise is the principal stock. Neither do we intend to recognize as nurserymen or competitors, landscape gardeners who use as their argument in securing contracts that they can buy all their stock for planting

at wholesale and who actually do submit wholesale lists to their clients who pay for their goods direct on a wholesale basis. The landscape gardener does not act as the agent of the nursery. On the other hand, he has declared that the planter for whom he does the work is his client and he acts as his agent. Why should he be entitled to a wholesale list any more than the planter himself if he wrote for it direct? The landscape gardener is one of the big thorns in the side of the retail nurseryman. He does the job for a client, supplies the stock at wholesale, while the next-door-neighbor, buying his stock at retail, considers, after seeing what his neighbor pays for his goods, that he has been robbed and this is the sort of sentiment that is being engendered toward the nursery trade in general. To these people the nursery business looks like a graft and when a comparison of prices is made, the nurseryman himself can hardly believe that he is engaged in an honorable business.

The landscape gardener is surely not entitled to any cheaper prices than any other buyer and he should be considered as being in exactly the same position as the building architect, who, we all know, is not able to buy lumber, brick, concrete or other material at wholesale prices.

IMPORTANCE OF THE SOLICITOR

Every nurseryman is interested in as large a sale of general nursery stock as possible and if we are to save the business, the traveling solicitor must be protected in the same measure as commercial drummers are protected by every other line of business.

Continued on Page 40

NUT TREE SALE

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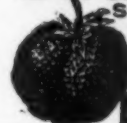
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Our supply of above varieties is always less than the demands upon us before shipping seasons close

High grade stock, grown and graded to our own standard, which we originated and adopted many years ago. We shall be pleased to supply your wants.

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We offer for fall 1916 and spring 1917 a large stock of Altheas in varieties; Barberry Thunbergii, Calycanthus, Cornus Florida, Duetzias, Forsythias, Privets, Weigelas in varieties. Maples, Chestnuts, Hackberry, Persimmons, Elms, Poplars, Japan Walnuts, Butternuts, Rhubarb, etc. Write us for quotations.

FOREST NURSERY COMPANY

McMinnville, Tenn.

A Day With Jackson and Perkins Company

THE editor spent an interesting day recently going about the nurseries, greenhouses and propagating department of Jackson & Perkins Company in Newark, New York. It is an attractive place to visit and one where much that is out of the ordinary may be seen. Closely adjacent to the roomy, airy offices on Madison street, are the several storage cellars, with a capacity of over 500,000 cubic feet, and the greenhouses, with a glass area of about 60,000 square feet. The greenhouses were visited first. They are used almost exclusively to propagate young stock of Roses, Clematis, Perennials and some kinds of shrubs, for growing in the nurseries. Hundreds of thousands of young plants are started each year. It is quite like a manufacturing establishment, for the various processes of making cuttings, putting them into the propagating beds and potting the young plants are going on almost constantly throughout the year. Many of the houses were filled with own-root roses in various stages of advancement, of which the annual output is over 500,000. Two other houses held the last spring propagation of large-flowering Clematis, now growing thriftily in 2½ inch pots and numbering between 60,000 and 70,000 plants. These are grown in the greenhouses throughout one season, being allowed to go dormant in the late fall and then planted out in the nurseries the following spring. There were also about 75,000 Clematis Paniculata in 2 inch pots which were to be put in the fields within a short time,—just as soon as thoroughly established. Perennial plants of various kinds are an important line, especially Phlox, of which the annual propagation is about 400,000. Anemones, Hardy Chrysanthemums, Larkspur, Hollyhocks, Hardy Pinks, Columbine, Gaillardias are also grown in quantities which make one wonder how J. & P. Company find sale for so much stock.

Pot-grown plants for Florists—Adjacent to the greenhouses is an acre or more which is



Birdseye View Showing Jackson & Perkins Greenhouses, slat houses, Propagating Beds and a Portion of Storage Cellars

covered with slat houses and these are filled with Hortensis varieties of Hydrangeas,—Otaksa and the best of the new French sorts. There were 35,000 of these being grown in six inch pots for florists' trade. They are all shipped out in the fall or early winter and used by the florists for forcing into bloom during the winter and spring. Jackson & Perkins Company have built up a large trade among the florists for their Hydrangeas and other pot-grown plants, besides having an immense florists' business in their field-grown roses.

Rain to order—An especially interesting feature is the outdoor sprinkling system. About 15 acres, comprising practically all of the "home" place which is not occupied by the greenhouses and storage cellars, is fitted with the Skinner over-head irrigation system, which enables one to have it rain at any time by merely turning a valve.

Keeping up fertility—From the home place we were first taken by Mr. George C. Perkins to a group of three farms a short distance south of Newark. Here are some 325 acres of splendid land, just rolling enough to give good drainage. Practically all of this land is occupied with Roses and Ornamental stock of various sorts,—except that a rotation with farm crops and legumes

is practiced so as to aid in keeping up the fertility. Mr. Perkins said that for several years the following plan has been followed with satisfactory results. A considerable acreage of Peas is contracted for annually with a local canning factory and alfalfa is seeded along with the Peas. The Peas yield a fairly good revenue the first year and one, or sometimes two crops of alfalfa are cut the second year, the second or third crop of alfalfa being plowed under. By this means the land is made to yield an income while its fertility is at the same time being built up to a higher degree. In addition to this J. & P. Company have made it a practice to winter 250 to 300 head of cattle each year, this being done primarily for the sake of the manure, although some profit is usually realized on the cattle also. Well equipped cattle barns are a feature of all the farms visited,—“fertilizer factories,” Perkins calls them.

The day of specialists—Among the sights which especially impressed us at the Newark farm was a five acre field of Phlox just coming into bloom. A more gorgeous sight than this vivid expanse of rich colors could not be imagined. A particularly fine block of tree form Hydrangeas bordered the highway just south of one of the farm houses.



Part of a 20 acre field of two years old Rose Bushes. Rose growing has always been a leading specialty at the Jackson & Perkins establishment

This has long been a J. & P. specialty, in fact they were the first nursery in this country to grow Hydrangeas in standard or tree form. Noteworthy also were two particularly fine blocks of Cut-leaved Weeping Birch, one of them two years old and the other one year. They were wonderfully perfect stands with scarcely a skip in them. Any nurseryman who has grown Cut-leaved Birch will realize that solid stands are very unusual. It has always been the policy of Jackson & Perkins Company to specialize extensively. They grow large quantities of the articles which they find they can grow most successfully. Field grown rose bushes have always been a leading line and a splendid trade has been built up among both nurserymen and florists. In one field was a solid twenty acre block of budded roses which still made a fine show, although the most of the flowers had been cut off to facilitate the growth of the plants. This lot was the product of a budding of 350,000 Manetti stock and represented about one-half the 1916 output of budded roses. At a short distance was a fifteen acre field of own-root roses, mostly climbing sorts which had made wonderfully fine growth.

Dwarf Apples fruit quickly—About the only fruit trees grown at the Newark farms are Dwarf Apples and there was a very fine looking block of them. For some years Jackson & Perkins Company have budded a considerable quantity of apples on English Paradise stocks. This stock dwarfs the mature trees considerably and brings them into fruiting at a much earlier age than standard trees. The dwarf trees are much in demand for planting in city lots where space is limited and for using as fillers in commercial orchards so as to obtain some income before the standard trees come into bearing.

A large nursery at Orleans also—After going about the Newark farm thoroughly we again returned to the auto and were taken some ten miles south to the Village of Orleans. Here Jackson & Perkins have nearly 300 acres of particularly fine nursery land. It is here that the bulk of their fruit trees are grown and the thrifty growth of the



One of the Jackson & Perkins Co. Peony Blocks, Newark, N. Y.

trees attested plainly to the suitability of the land for nursery use. A large field of Standard Apples, two year old buds, was really about the finest block that the editor had laid eyes on. These farms have a competent superintendent and are well equipped with a private railroad siding, numerous houses for hired help and the usual "fertilizer factory" (cattle barn).

A good organization—Jackson & Perkins Company have been unusually fortunate in being able to keep permanently the services of the more responsible employees. It is this which has enabled them to build up and maintain so effective an organization. The greenhouse superintendent, a man of 52, has worked for them all his life, the general superintendent has been with them over thirty years and there are a score of the more skilled men who have worked for J. & P. Company from five to fifteen years. Having trained men who are accustomed to handling orders speedily and accurately is certainly a great advantage in the strenuous period of a nurseryman's shipping season.

In the office and general management the policy of allowing it to become a one man business has been studiously avoided and there has always been a well trained understudy available for every position of responsibility.

A long established business—The business was started in a small way over forty years ago by Mr. C. H. Perkins, the present president, and his father-in-law, Mr. A. E. Jackson, who died in 1895. Mr. Perkins was also engaged in the produce and canned goods business during a considerable portion of his life and the nursery business was really started by him as a "side issue" and diversion. It grew to such proportions, however, that he finally sold out the other business. In recent years Mr. C. H. Perkins has spent a large part of his time in Southern California where he has extensive citrus and ranching interests, and the more active management of the business now devolves upon his son, Mr. George C. Perkins, secretary and treasurer of the company; on

Continued on Page 40



A field of tree-form Hydrangeas. A specialty with the Jackson & Perkins Company. This firm was the first in this country to grow Hydrangeas in standard shape

AMERICAN NURSERYMAN

A NATIONAL TRADE JOURNAL FOR
NURSERY GROWERS AND DEALERS

Featuring the Nursery Trade News of American and foreign activities as they effect American conditions. Fostering individual and associated effort for the advancement of the Nursery Industry.

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ROCHESTER, N. Y., SEPT., 1916

Pending adjustment of prices for nursery stock and the allotment of nursery plantings with a closer regard for total supply, nurserymen must look with increasing confidence to the probable definite results in the near future, of the practical efforts toward improved conditions within the trade started at the Detroit convention of the American Association and advanced perceptibly at the Milwaukee convention. All over the country nurserymen are actively working in accordance with the best methods as they see them at present. Until better ones are convincingly presented through practical tests, this is all that can be expected.

Meantime, what of general conditions? Local situations are effectively summed up in the modern custom of monthly bank letters to the public. We are all indebted to the Chamber of Commerce of the United States for its painstaking summaries of business conditions throughout the country. Under date of August 14 that body said:

With the buying for immediate needs and apparently little speculation there appears to be almost an entire absence of any concern as to the effect upon business either of the Presidential election, the possible coming of peace in Europe, or any other factors of possible disturbance. Such is the opinion expressed by the Committee on Statistics and Standards of the Chamber of Commerce of the United States, of which A. W. Douglas, of St. Louis, is the chairman. According to this authority campaign year need not be regarded with apprehension by the industrial and commercial interests of the country. The total yield of winter wheat will be approximately between 465,000,000 and 475,000,000 bushels. The quality is most excellent. As a whole harvesting was done under generally favorable weather conditions.

"You are issuing a splendid Journal, covering the news of the trade from coast to coast."—E. S. WELCH, former President American Association of Nurserymen

Three National Associations

The organized Nursery Trade—and by that we mean the trade represented by membership in organizations, national, sectional or state—is progressing rapidly. We believe there is little danger that the pace will be too swift, for wise counsel and experienced hands are at the helm. Out of the Detroit and Michigan conventions of the American Association have come movements which without any doubt will advance the welfare of the trade many fold.

We have referred in detail to these movements, one of which is engaging increasing attention—the protection of the interests of the retail nurserymen. A lot of things need correction in connection with the sale and distribution of nursery stock. We submit that along with the project for a publicity campaign there should go, hand in hand, careful and clearly-defined consideration of the interests of the retail dealer in nursery stock—the men who are out among the people taking the orders which it is expected will be forthcoming in greater volume than ever as the result of the publicity campaign. This matter of the retailers' interests is directly bound up with the question of greater distribution.

Those who attended the Milwaukee convention heard the earnest and practical address by Mr. Cashman in behalf of the retailers and the proper use of wholesale prices. Last month the *American Nurseryman* was the first to take up and discuss this subject. The communication by Mr. Hanson published in these columns last month was commented upon editorially in the same issue, and this month we present a communication from Mr. Cashman bringing out strong reasons for the organization of the Retail Nursery Trade into a national association. We believe that is the obvious thing to do.

We shall be pleased to hear from others on this subject and to have it discussed freely in our columns.

Apparently there is need of three national associations of nurserymen—the Wholesalers', the Retailers' and the American, the last named to be made up of both retailers and wholesalers, as suggested in our editorial in the August issue of the *Nurseryman*.

For if there is apparent need of a National Retail Nurserymen's Association, there is also need of a National Wholesale Nurserymen's Association. Certainly no wholesale nurseryman will argue that it is better to sell a dozen trees for \$1 when the transaction could just as easily bring \$5. Why should not wholesalers get together and do business with due regard to modern business methods, protecting their agents, the retailers? If you buy an automobile at a Detroit factory you pay exactly what you would pay to the dealer in your home town. The dealer is protected.

It is figured that to produce high grade nursery stock, carefully dig and store it, grade and successfully pack and deliver it

and collect the pay for it—as well as create the demand for it through more or less expensive publicity—and make a fair profit, the retail price to the consumer is just and proper in every way.

Then why offer nursery stock to the public from any source, at a price which can not cover the cost and fair profit, year in and year out?

Why sell a tree to the consumer at a wholesale price when that consumer cannot procure a typewriter, an automobile or a dozen cut roses at any less than the retail price?

Why isn't it good business from the wholesaler's point of view, to sell directly to the public only at the retail price? Why is it necessary for the retailer to point out the fact?

It seems likely, the Chamber of Commerce experts declare, that the total wheat crop for 1916 will be approximately thirty per cent less than the yield in 1915, and slightly under the average for the past ten years. It must be remembered, however, the committee points out, that the 1915 yield was a record producer. An estimate of the final production of corn, due to the varied weather conditions is largely approximate at best but it does not seem likely at this time, the committee reports, that it can be less than 2,700,000,000 bushels and it may run as high as 2,850,000,000 bushels, or approximately the average yield for the past ten years.

The cotton crop has received its full share of the vicissitudes of weather, the committee reports, and has suffered accordingly, notwithstanding an acreage which is approximately twelve per cent greater than last year.

As a whole it is predicted apples will be more abundant than the average crop, though deficient in some sections. Grapes are doing well in New York and California, and there have been good shipments of peaches from many states, though the crop was injured in others by the cold. Citrus fruits in California in general are reported in fine condition, but are from fair to poor in Florida, according to the committee report.

Manufacturing is practically everywhere in excellent condition with factories full of orders, the committee reports, labor fully employed and the products commanding high prices. The only exceptions are where strikes prevail.

The building industry is reported to be in generally excellent shape. It is, in the opinion of the committee, the best barometer of general business since building in the country districts means the extensive use of materials in almost every line of commercial business.

"Success for the planter means increased business for the nurseryman, and the relationship between them should not terminate with the sale and delivery of the trees."—E. F. Stephens.

Say you saw it in AMERICAN NURSERYMAN

The Nursery Slogan

Undoubtedly the greatest problem before the nurserymen of the country today is the matter of Distribution. The year 1916 will prove to be a red letter one for the Nursery Industry in that there has been brought vividly before them the necessity for attending with all the power they can summon to the great problem of disposing of their product and creating a demand for very much more of it than has yet been even thought of. Two agencies for bringing this subject forcibly to the minds of nurserymen were the annual conventions of the American Association of Nurserymen in Milwaukee and the Ornamental Growers' Association in New York city.

Spokesmen on those occasions were J. Horace McFarland, of Harrisburg, Pa., and Dr. Herbert S. Houston, vice-president of Doubleday, Page & Company, Garden City, N. Y. respectively. In the July issue of this publication was given a summary of Mr. McFarland's remarks. In this issue is an abstract of the very practical and important address by Dr. Houston. The nurserymen ought certainly to be, and we are sure they are deeply grateful to these gentlemen for their kindly interest and valuable advice.

When it is realized that, as Hugh Chalmers says, the proper proportion of thought and attention is 25 per cent on production and 75 per cent on distribution, and that nurserymen have thus far operated on a basis which reverses this proportion, one can readily see the opportunities which have been lost and the radical change in methods needed.

Nurserymen have the advantage of a path that has been blazed. The lumber associations, as Dr. Houston points out, faced the same problem and solved it successfully. Nurserymen also have the advantage of the advice of experts. They may well give heed to the words of so successful an exponent of publicity as is J. Horace McFarland and so able a publisher and student of advertising as is Dr. Herbert S. Houston, the president of the Associated Advertising Clubs of the World.

What will it cost and how shall it be done? These questions are answered briefly and effectively by Dr. Houston. Levy one per cent on total annual sales and set this aside for an advertising fund. On such a basis the fund supplied by the ornamental growers alone would be \$4,000 according to the estimate of so well-informed a grower as W. H. Wyman of Massachusetts. That amount will suffice for the beginning, says Dr. Houston. The Red Gum Association started a few years ago with \$30,000 in its advertising fund. Its national campaign fund now totals \$75,000.

The manner of using the fund as suggested by Dr. Houston is directly in line with what the editor of *American Nurseryman* has been advocating in every issue for a year or more—publicity on educational lines. Get people to plant trees and shrubbery more and more.

American Association of Nurserymen. Committees Appointed for 1916-17

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J. C. Vaughan, Chicago, Ill.
D. S. Lake, Shenandoah, Iowa.
W. H. Wyman, North Abington, Mass.
T. J. Smith, Geneva, N. Y.
John H. Dayton, Painesville, Ohio.

PRESS

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Robert Pyle, West Grove, Penn.
Frank B. White, Chicago, Ill.
J. Horace McFarland, Harrisburg, Penn.
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J. B. Pilkington, Portland, Oregon.
Henry Hicks, Westbury, N. Y.
Lloyd C. Stark, Louisiana, Mo.

REVISION OF TELEGRAPHIC CODE

R. C. Chase, Chairman, Chase, Alabama.
E. S. Welch, Shenandoah, Iowa.
J. H. Dayton, Painesville, Ohio.

LANDSCAPE

W. H. Wyman, Chairman, North Abington, Mass.
F. L. Atkins, Rutherford, N. J.
J. M. Pitkin, Newark, N. Y.
Wm. Warner Harper, Philadelphia, Pa.
Thomas B. Meehan, Dresher, Pa.
H. P. Kelsey, Salem, Mass.

LEGISLATION

William Pitkin, Chairman, Rochester, N. Y.
Peter Youngers, Geneva, Nebraska.
Irving Rouse, Rochester, N. Y.
Abner Hoopes, West Chester, Penn.
Thos. B. Meehan, Dresher, Pa.
J. M. Pitkin, Newark, N. Y.
J. H. Dayton, Painesville, Ohio.
E. S. Welch, Shenandoah, Iowa.
A. E. Robinson, Lexington, Mass.
W. P. Stark, Neosho, Mo.
W. T. Hood, Richmond, Va.
R. C. Chase, Chase, Ala.
W. H. Wyman, North Abington, Mass.
L. A. Berckmans, Augusta, Ga.
W. F. Ilgenfritz, Monroe, Mich.
E. W. Chatten, Winchester, Tenn.
N. W. Hale, Knoxville, Tenn.
W. C. Reed, Vincennes, Indiana.
F. H. Stannard, Ottawa, Kansas.
William Flemer, Springfield, N. J.
E. F. Coe, Ft. Atkinson, Wisconsin.
C. R. Burr, Manchester, Conn.
E. A. Smith, Lake City, Minn.

The stage is set.

Act I—Appointment of a Publicity Committee with power to act within certain lines and instructions to report at the next convention.

Act II—Levying of an assessment on annual sales for an advertising fund.

Act III—Starting of a national publicity campaign on educational lines with the assistance and direction of an advertising expert—individual or agency—on the plan suggested by Dr. Houston; the Ornamental Growers and the American associations working jointly; the campaign motto being "How to Make America Beautiful."

An important feature of the last month in Nursery Trade circles was the annual meeting of the Wholesale Ornamental Growers' Association at the Biltmore hotel, New York city, reference to which is made in another column, in connection with the address by Dr. Herbert S. Houston, on the subject of practical publicity for the Nursery Industry. This subject was discussed in a manner ably

supplementing what was said on it at the Milwaukee meeting of the American Association. J. Horace McFarland addressed the ornamental growers along the lines of his telling address at the Milwaukee meeting and with his personal knowledge of publicity work as it should be applied to the Nursery Trade. We believe that as a result of these meetings a definite plan of action will be mapped out that will receive the support of the trade. If the money which has been spent in growing surplus stock that is now burned or sacrificed each season could be expended upon an intelligent publicity campaign, real progress would be made, and quickly.

WANTED

PARTNER IN NURSERY

Established 1904; doing good business; in need of competent help. Forty acres A No. 1 land. Some capital needed

J. H. BAUER NURSERY, Perham, Minn.

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JACKSON & PERKINS CO.



C. H. PERKINS, 2nd, Vice-President
and Traveling Representative
JACKSON & PERKINS CO.

At Jackson and Perkins's

Continued from Page 37

his nephew, Mr. C. H. Perkins, 2nd, vice-president and traveling representative, and on Mr. P. V. Fortmiller, office manager. Mr. C. H. Perkins, 2nd, and his brother, Mr. C. G. Perkins, usually spend the winter months traveling for J. & P. Company and no small portion of the growth of the business in recent years is due to their efficient work on the road.

Wholesale Prices

Continued from Page 34

This is a vast country and the traveling solicitor in all lines of trade is the most effectual avenue through which all goods are sold. If we must have the traveling solicitor, we want the highest type of character to represent our business. Does anyone think that a man of good, sound judgment and honorable principles would consider engaging in a business where he is required to ask from 100% to 300% more for his goods than the customer can secure them for by simply spending a two-cent stamp? The wholesale price list is driving out all high-class solicitors and many nurserymen are compelled to employ the trickster and crook to dispose of their goods.

There are many angles from which this question could be argued, but this article is already too long. I trust that the nurserymen who read your paper will give us some sort of an expression on this question. What do the Retail Nurserymen want? Are we strong enough to organize and protect our business, or shall we submit to the destroying agencies of the wholesale price list?

M. R. CASHMAN, Vice-Prest.

Clinton Falls Nursery Co.

Owatonna, Minn., Aug. 19, 1916.

AMERICAN NURSERY TRADE DIRECTORY

1917 Edition Ready This Fall

Advertising Rate: \$2.00 per inch

AMERICAN FRUITS PUBG. COMPANY
ROCHESTER, N. Y.

Ohio Orchardists Meet

R. B. CRUICKSHANK, Secretary

The Ohio State Horticultural Society held one of its most successful summer meetings on August 16 at Port Clinton, as guests of the fruit growers of Ottawa county. About 300 members were in attendance at the program in the morning, given in one of the Port Clinton parks on the shore of Lake Erie. In the afternoon, the hosts furnished automobiles which took the visitors on a 40-mile trip through that section of the county. Most of this section is planted almost completely to peaches and most of the orchards were in excellent condition and showing a fine crop of fruit. Stops were made at the sumemr resort, Lakeside, at Marblehead lime quarries, Catawba Island, and a number of orchards. Although many of the members came from distant parts of the state, all were well satisfied with results of their trip.

Ohio Fruit Show

C. E. DUTTON, Chairman Committee

The University Horticultural Society of the Ohio State University will hold its sixth

annual show of fruit and vegetables on December 14, 15 and 16, 1916.

The event is controlled and operated exclusively by the students of the Horticultural Department with the object of increasing interest among students and growers in the production of first class fruit.

In addition to the features which in a large measure have contributed to the success of our show in the past, we take great pleasure in announcing that the third Inter-Scholastic Fruit Judging Contest, of which Ohio State is a member, will be held in connection with the show of this year. This contest draws teams and coaches from the State Colleges of Kentucky, Maryland, West Virginia, New Jersey, Delaware and Pennsylvania.

Mr. Curtis Nye Smith, the counsel of the Seed and Nursery Trade Association, cordially invites the members to make his offices their headquarters while they are in or near Boston. Letters, telegrams, etc., can be sent to Mr. Smith's offices, 19 Congress street, Boston, Mass., where they will be carefully held or forwarded.



Cut-leaved Weeping Birch in nurseries of Jackson & Perkins.
An exceptionally perfect stand of this tree.

Fall 1916 J. H. Skinner & Co.

TOPEKA, KANSAS

Apple Seedlings

Pear Seedlings

Forest Tree Seedlings

Fruit Trees Small Fruits

Grapes Rhubarb,

Myatt's Linnaeus,

Pure Stock

Shade Trees

Flowering Shrubs

Catalpa Bungei

Bechtel's Double

Flowering Crab

PEACH SEED

Reports from the mountains, where the natural seed are gathered, are to the effect that there will be not more than 10 per cent of a crop this year. We therefore suggest that you make arrangements for your supply at an early date.

Prices and samples on request

J. VAN LINDLEY NURSERY CO.,
POMONA, N. C.

Twice-a Month Publicity For Nurserymen

Is Afforded By

NURSERY TRADE BULLETIN

Seasonable Want Lists and Offerings

For Nurserymen: Growers and Dealers

Circulation Confined Strictly To the
Nursery Trade

Issued 15th of Month. Send for Copy

AMERICAN FRUITS PUB'G CO., Inc.
39 State St., Rochester, N. Y.

APPLE, PEACH, PEAR AND STRAWBERRY

In heavy surplus at Right prices
The Wolverine Co-Operative Nursery Co., Ltd.
PAW PAW, MICH.

D. H. HENRY, Seneca Nurseries
Geneva, N. Y.

APPLE, STD. & DWF. PEAR, PLUM, CHERRY,
PEACH, QUINCE, APRICOTS, SMALL
FRUITS, ORNAMENTALS, ETC.
Write for quotations

Top Notch Berberry Thunbergii Seedlings

Big Drop in Prices. Come to Us

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Large Assortment of Varieties at Right Prices

C. R. BURR & CO.
Manchester, Conn.

Portland Wholesale Nursery Co.

Rooms 6 and 7, 122 1-2 Grand Ave.
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Nursery Stock and Nursery Supplies

A very complete line of Fruit and Ornamental Trees, Shrubs, Vines, etc.

SPECIALTIES

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ROCHESTER, N. Y.

Cherry Trees

We offer for sale our usual supply of first-class one year and two Year

CHERRIES

Can furnish some extra heavy trees for landscape work. Both Mahaleb and Mazzard roots.

Send us a list of your wants

H. M. SIMPSON & SONS

Vincennes,

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Large stock CLEMATIS PANICULATA,

2-year and 3-year

Also SHRUBS and HERBACEOUS PLANTS
for Spring 1916

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PAINESVILLE, O.

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Large assortment of varieties. Order now for Fall planting. Write for descriptive catalogue.

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Boskoop. H. den Ouden & Son, Holland

Address correspondence to Mr. H. G. Benckhuysen, 14 Stone Street, New York City, until July 10th

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Parsons Wholesale Nurseries

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Peach and Jap Plums. For those wanting
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Compass Cherry. Large supply of one year
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Shade Trees. Fine assortment, all sizes.
Price right.

Fine Blocks. Ornamental Shrubs and Ever-
greens grown especially for Landscape
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In choice young ornamental Nursery Stock for transplanting lining out, or mail orders? If you are, get next to our Trade List of genuine bargains, in Oriental Planes, Nut Seedlings, Oaks, Ash, Catalpa Speciosa, Honey and Black Locust, in large quantities, besides hundreds of other varieties, both deciduous and evergreen. Peach Trees, Dahlia Bulbs, etc., etc.

ATLANTIC NURSERY CO., Inc.

BERLIN, MARYLAND

WANTED—Tree Seeds of all kinds

Say you saw it in AMERICAN NURSERYMAN

L. F. DINTELMANN

Belleville,

Ill.

Peony Roots: Home grown and imported
Gladiolas Bulbs: Ten leading varieties
Apple, Peach, Cherry, Pear and Plum Trees

Let me quote you prices

New State Entomologist of Pennsylvania

NURSERYMEN will be particularly interested in the fact that Professor J. G. Sanders, formerly state entomologist of Wisconsin, has been appointed state entomologist of Pennsylvania. He will enter upon his new duties this month.

Professor Sanders is well known to the nurserymen of the country and especially to members of the American Association of Nurserymen whose conventions he has attended for some years. He was at the Milwaukee convention. The extensive work which he has carried on in Ohio for the government and for the State of Wisconsin fits him especially for the important position he now assumes. His experience will prove of great value to the nurserymen and fruit growers of Pennsylvania.

Professor Sanders, is especially well equipped to take over the work of the Economic Zoologist Bureau in Pennsylvania. He is the recognized expert on the scale insects and has published many bulletins, circulars and pamphlets on orchard inspection matters, control of destructive insect pests and spraying. Professor Sanders as secretary-treasurer of the American Association of Official Horticultural Inspectors drafted the "Model Horticultural Inspection Law" which is gradually being adopted in the various states for greater uniformity in laws.

He was born in Canton, Ohio, in 1880 and graduated from the Mansfield, Ohio High School in 1896. At Otterbeim University, Westerville, Ohio, he received the degree of Doctor of Philosophy in 1901 and in 1905 was graduate student, fellow and assistant in zoology and entomology under the eminent Professor Herbert Osborn at Ohio State University in Columbus. In 1903 he received the degree of Master of Arts at Ohio State University and as the Master's thesis wrote on "The Scale Insects of Ohio," a review and description of over eighty species in that state. The thesis was published in the Ohio Academy of Science Report.

In 1903 Professor Sanders was elected to the National Honorary Scientific Society of Sigma X; and from 1905 to 1910 he served as "scientific expert" in the United States Department of Agriculture at Washington, D. C. He was in charge of the inspection of imported plants for the Department. In 1915 he went to the University of Wisconsin as professor of Economic Entomology and was chief inspector of nurseries and orchards and of insecticides and fungicides.



J. G. SANDERS, Madison, Wis.
State Entomologist

He is a member of the American Association for Advancement of Science; American Association of Economic Entomologists; Entomological Society of America; life member of Wisconsin Horticultural Society, and the Delta Upsilon fraternity.

Fruit Men Visit Nurseries

The Shenandoah, Iowa, Sentinel-Post, of August 4 said:

"Fifty-five guests are entertained at the Hotel Doty today in honor of the Nebraska and Iowa horticulturists who are here to give the seed houses and nurseries 'the once over' to use a bit of slang.

"There are some forty fruit men making the tour of Nebraska and Iowa. They are guests of the Shenandoah seedmen and nurserymen at the luncheon at the hotel. Mr. and Mrs. Ralph Lake and Mr. and Mrs. E. E. May of Shenandoah are making the trip with the party.

"Today the party left Nebraska City and crossed the river into Iowa. Here joined by several southern Iowa fruit growers, it started on its Hawkeye trip from Hamburg.

"The orchards of C. E. Mincer, J. M. Bechtel and A. A. Simon were gone over. Then the journey continued to the orchards of

Say you saw it in AMERICAN NURSERYMAN

Welch and Spencer near Sidney. From there the tourists came to Shenandoah by the way of Riverton and Farragut. Lunch will be served at Shenandoah. The seed houses of Henry Field, and the nurseries of Mount Arbor company and Shenandoah Nurseries will be gone over.

"From Shenandoah the party will go to the big orchards of F. P. Spencer at Randolph and Gay at Tabor. At Malvern the storage plant and Mr. Summer's orchard will be viewed. At Hinsdale Mr. Boehner's trees, and at Balfour those of Mr. Carter will demand the attention of the party. At Glenwood Mr. Murphy's orchard and that of Mr. Dyer will be gone over, before the return Friday evening."

Buys An Island For Nursery

News has been received from Great Falls, Mont., of the purchase of Taylor's island, which is situated above Bark Island in the Missouri river, a half mile from Great Falls, by William Treadwell, a well known Ann Arbor, Mich., township farmer and also a specialist in horticulture and landscape gardening of the Michigan Agriculture college.

He has been a successful farmer and gardener and has now planned to develop the advantages of nursery by the use of this island. The island consists of about 30 acres and is fertile. Because of its location in the center of the river, sufficient moisture is assured that this nursery stock will be kept from damage by invasion of the curious or those maliciously inclined.

No greenhouse work will be done, as the owner will confine his efforts toward the growing of shade and fruit trees, and shrubs and perennials. Mr. Treadwell is general manager of the nursery. He will hire a nursery foreman to look after details. The name of the nursery has not yet been decided upon. His plans are to reserve a portion of the island for a summer home, around which he will proceed with his work. Access to the island will be made by motor boats.

To Enforce Inspection Law

A vigorous enforcement of Oklahoma's nursery laws may result following the release from routine duties of State Entomologist Sanborn at the Stillwater Agricultural College with instructions to take the field, according to an announcement by President Gault of the State Board of Agriculture. Mr. Gault declares that Oklahoma farmers have been neglecting their orchards for several years. In some parts of the state excellent orchards have been allowed to disappear from the onslaught of disease and insects. Virtually no pruning or spraying is

EXTRA HEAVY STEEL UPRIGHTS

HEAVY STEEL BRACE BOLTED THROUGH BEAM

UPRIGHTS COMPRESSED AND STRENGTHENED AT BEND

REMOVABLE SPINDLE

SPECIAL BRACE GIVING RIGIDITY

CRUCIBLE STEEL REVERSIBLE MILLED BLADE

NEW STYLE LIFTER LIGHT DRAFT

The Wm. P. Stark Improved Tree Digger

Practical improvements have made our New Tree Digger extra strong \$80 and durable.

NOTE THESE FEATURES

Heavy, crucible steel blade with cut edges milled, not rolled. Blade reversible. Seasoned oak beams, reinforced by heavy, bolted steel brace.

Uprights of 3-inch steel compressed and enlarged at bend, giving additional strength. Special brace from beam to blade makes digger run straight and easy.

REPAIRS AND EXTRA PARTS REASONABLE

We furnish extra parts to fit this or any regular standard measurement digger at very reasonable prices. One of our new crucible steel blades with cut edges will double the life of your present digger. Blade alone \$35.00. Write for full details

William P. Stark Nurseries
NEOSHO - - - MISSOURI

L. R. TAYLOR & SONS

TOPEKA, KANSAS

FOR FALL 1916

—A FINE LOT OF—

Apple Seedlings
French and Japan Pear
Seedlings
Forest Tree Seedlings

—ALSO—

Apple Trees
Peach Trees
Pear Trees
Cherry Trees
Forest Trees

PRINCETON NURSERIES

PRINCETON, NEW JERSEY

On the Pennsylvania Railroad, half-way between
 Philadelphia and New York; an hour and a quarter
 —or a dollar and a quarter—from either city

Come and see us and let's renew old
 acquaintance; we want to show what a
 good start we have made; plantings of
 three and two years ago are ready for
 market now; they include most good
 things that grow out-doors; a price-list is
 ready for distribution. If you would
 like to have one, let us know and we will
 put your name and address on our mail-
 ing list.

We want your business—because we have the stock;
 we have the equipment to handle it properly; and the
 experience and ability to render efficient service.

September first.

JOHN WATSON & COMPANY

NEWARK, NEW YORK

Agents for

F. DELAUNAY, Angers, France

New Catalogue for Season 1916-1917 is ready for dis-
 tribution and will be sent on request to those interested
 in French Stock for nursery planting. Nurserymen
 who care for good stocks, evenly graded and properly
 packed, at closest prices and lowest importing expenses
 should write us. As McFarland says: "The proof of
 the Pudding is the Pudding." We ask opportunity to
 refer to last season's customers. One, on a two-car-
 load order wrote: "Delaunay's stock checked up more
 good points on quality, grades and packing than any
 others received." Another, with five-car-loads wrote:
 "Your importing expenses were the lowest." The
 combination of Quality, Price and Service which makes
 Value appeals to careful buyers. Are **YOU** one? Write
 us about your wants in good French Stocks.

August first, 1916.

MOUNT ARBOR NURSERIES

E. S. WELCH, Proprietor

140 Center St., Shenandoah, Iowa

A Complete Line of High Quality Nursery Stock for

WHOLESALE TRADE



APPLE SEEDLINGS

We are prepared to book early orders at low Prices:
 quality and grades guaranteed. All Seedlings grown
 on new land.

PLANTING STOCK

Apple Grafts, French Fruit Tree Stocks, Japan Pear
 Seedlings. Ornamental Shrubs and Deciduous Seed-
 lings.



Always pleased to Quote Prices

What Ornamental Nursery Stock is Doing

Stanford University Arboretum

In a recent issue of Science attention is directed to the Stanford Arboretum, comprising approximately 200 acres, and established by Senator Stanford in 1882, which is under the control of the department of botany with a view of more fully utilizing it for scientific purposes. An annual appropriation is to be made for the acquisition of specimens, that for the current year being \$1,000.

The original collections, which will form the nucleus of the new plantings, contain several hundred species, representing about sixty families. The collection of conifers is especially rich in genera. Including both the Taxaceae and Pinaceae, this group of plants is represented by nineteen genera.

As the climate at Stanford is warm enough in winter for orange and lemon trees and cool enough in summer to successfully grow the white pine and Norway spruce, it should be possible to grow almost any species of the temperate and subtropical zones. Plants from Australia, New Zealand, Chili, South Africa and the Mediterranean region are well adapted and will thrive without being watered during the dry season. With such excellent natural conditions the Arboretum should become eventually one of the most extensive collections of arboreal plants. A feature that is to be given especial attention is the West American section. In a tract, set aside for this purpose, it is planned to bring together as complete a collection as possible of the native trees and shrubs of the Pacific coast, Great Britain, Rocky Mountains and the arid southwest.

The development of the Stanford Arboretum along broad scientific lines is meeting with enthusiastic approval and support. Among those who have taken interest in its establishment and offered to contribute toward the building up of the collections are: Dr. C. S. Sargent, director of the Arnold Arboretum of Harvard University; Dr. N. L. Britton, director of the New York Botanical Garden, and Dr. David Fairchild, in charge of foreign seed and plant introduction, United States Department of Agriculture. Mr. H. A. Greene, president of the Monterey Tree Growing Club, has presented already nearly 200 species, many of which are rare and impossible to obtain through ordinary trade channels.

Mr. John McLaren, superintendent of Golden Gate Park, has taken an active interest and has consented to assist in the general planning, especially along the principal avenues. Mr. McLaren's success with the landscape gardening in Golden Gate Park and at the Panama-Pacific Exposition assures the Arboretum the very best advice for its landscape architecture.

Coincident with the new policy of the Arboretum the university has set aside several tracts on the Palo Alto estate for the preservation of the native vegetation. These plant reserves embrace several hundred acres and contain a variety of plant formation such as streambank, redwood canon, oak-madrone forest, serpentine outcrops and chaparral. In a preliminary survey of the reserves 64 species of native lignescent plants were catalogued.

A. M. Augustine and H. W. Funk, Normal, Ill., attended the meeting of the Illinois Horticultural Society at Roodhouse, Ill., and the National Apple Growers at St. Louis.

The Planting of Evergreens

It is only within comparatively recent years that the American landscape architect, gardener and planter has awakened to the many and varied uses of evergreens and the important part they must necessarily take in garden making, if permanent and lasting effects are desired.

But we are learning fast, says A. H. Hill, Dundee, Ill. Fifty years ago it could be said that the average ornamental planting on a country estate consisted of 75 per cent. deciduous stock and 25 per cent. evergreens, whereas today, in the Eastern part of the United States, along the Atlantic Coast, the ratio is 65 per cent evergreen stock and 35 per cent deciduous, and this ratio is gradually spreading westward.

You plant annuals for a season, shrubs and perennials for a few seasons and evergreens for a lifetime and your posterity.

With Two Nursery Presidents

Following the annual meeting of the Ornamental Growers' Association in New York city last month thirty-six members accepted the invitation of the Princeton Nurseries proprietors to go to Princeton, N. J., in a special car and inspect the University building and campus, lunch with President John Watson of the American Association and Mrs. Watson and see the new Princeton nurseries to which reference was made in the August issue of the *American Nurseryman*. One hundred and ten acres have been planted. Next spring 155 acres will be planted. Among the interesting stock are Japanese Azaleas, Yews, Retinosporas, Boxwoods and many things hard to grow. Mr. Flemer, of the Princeton Nurseries, is president of the Ornamental Growers' Association. Mrs. Flemer went down from Springfield to help entertain the guests. We understand from some of those who were there that it is the intention to invite the members of the American Association of Nurserymen to visit Princeton and Springfield next June, in connection with the Philadelphia meeting.

Many nursery firms, say McHutchison & Co., especially those doing a retail trade, overlook the advantages of carrying a full line of hardy herbaceous perennials. In many instances the revenue from the cut flowers alone pays the first cost of the plants—and the plants are still ready for sale when dormant. Orders can be constantly filled from them—and the stock plants are still there.

Frank N. Meyer, agricultural explorer of the U. S. bureau of plant industry, has left for a tour of the cities of Western United States, following which he will leave for the Orient. Mr. Meyer will be absent from this country for about ten months and during that time he will visit Yokohama, Nagasaki and Shimonoseki, Japan; Korea, China, the Philippines and Manchuria. The object of this extended trip is to secure new and rare plants and seeds.

A bill has just passed the United States Senate which proposes to add the reservations known as East and West Seaton Park to the United States Botanic Garden. This land, which lies just west of the present garden, is bounded by Third and Sixth streets, Missouri and Main avenues, and will add some eighteen acres to the Botanic Garden, which now consists of about eleven acres, thus providing about thirty acres.

Propagation of Shrubs

A recent visit to the thrifty propagating beds of one of the largest ornamental stock nurseries in the eastern states led to inquiries as to best modern methods employed. This information was readily given and just as we were about to set down some of it here for the benefit of those of our readers who may not have just the knowledge they desire on this subject, our attention was directed to the practical remarks by E. O. Orpet in a recent issue of the *American Florist*, in answer to an inquiry reading thus:

"I refer to such shrubs as hydrangeas, deutzias, Philadelphuses, viburnums, forsythias, etc. How deep should the frames be, and how much manure is required, or may this be omitted and the rooting made in a cold bottom? How high should the superstructure be which carries the cloth shades, and what material is best for the shades? Should the material be thick or thin, excluding much or little light, and when should they be removed in the afternoon? I would also like particulars as to watering, ventilating, and the best kind of sand to use; also, as to how early in the summer and how late in the autumn the cuttings can be handled in the frames to good advantage." X.

All of the shrubs named by "X" can be rooted from cuttings made from half-ripened shoots in August, says Mr. Orpet. An ideal place to make the cutting bed is on a spent hotbed, placing about six inches of sand on the soil, and using growth about six inches long, and inserting more than half this length in the sand. Water well to firm the bed, shade with sash with the glass painted, raise the sash at top and bottom so there will be a current of air at all times passing over the cuttings, and spray overhead on hot days. The lilacs can be rooted only in this way, and most of the viburnums also. The cuttings when rooted should be put in flats of good soil and wintered in a cellar where bulbs keep well until spring and time comes to line them out. Hardwood cuttings are easier to handle, as these can be made in early winter from current season's growth about a foot long. These tied in bundles, placed in flats of sand in a cellar until spring, and then lined out in rows, make large plants the first year, in many cases big enough to sell.

Evergreens can be rooted from cuttings taken at this time and placed under the same conditions as the cuttings of shrubs, and will need the same treatment for rooting. It sometimes happens that they do not root before winter, and then will need to be protected during the winter, either in the cutting bed or in flats. The arborvitae are increased this way, also the juniperus.

The cedars are usually grafted on the common red cedar stock. This is an operation which requires skillful treatment, and is rarely attempted except in a small way, by those not accustomed to raise them in large quantities. The pines are also grafted usually on the seedling white pine, and the choice varieties of spruce are also grafted usually on the seedling Norway spruce.

The sowing of seeds of shrubs and trees should be made directly the seeds are gathered, preferably in beds outside, where they may get the action of frost during the first winter after the sowing. This is very important, as it usually occurs under natural conditions. If the seed is not frozen it often takes two years for the seed to germinate. Seedlings, however, take at least two years before they are large enough to be transplanted, and cuttings are always preferable when propagation can not be made by that means.

Alfred Rehder has given in the new edition of Bailey's *Cyclopedia of Horticulture* instructions for plant and shrub propagation more in detail than can be found in Bailey's *Nursery Book*; and it is from that source that the information quoted above is largely taken.

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The Round Table—In Common Council

Comment on the Milwaukee Convention

Retail Nurserymen's Interests

Editor American Nurseryman:

In my opinion the Milwaukee Nurserymen's Convention was one of the most interesting and most profitable that I have ever attended. One of the features of the meeting was, in the first place, that we had a large attendance, and everyone present was inclined more than ever before to pay more careful attention to the proceedings and discussions of the meetings. The program committee is entitled to a great deal of credit for having selected such topics which are of pertinent importance to the Nurserymen of this country. The idea of selecting certain persons to lead discussions appealed to me as being also a feature worthy of mention.

I do not wish to go into detail as regards to the benefits we all derived from this splendid convention but I do want to emphasize, that it is a fact, that the eyes of the nurserymen were opened more clearly on the subject and results of price slaughtering than ever before. You will remember perhaps my speech at the Detroit convention a year ago as regards to my opinion of the mail order business as it is being carried on by many of the nurserymen, who are not only destroying and demoralizing the nursery business of this country, but who are cutting their own throats at the same time. It seems more evident than ever before that there must be a certain classification that would regulate the growing and selling of nursery stock. It is still more certain that the nurserymen of this country will be compelled to regulate the quantity of nursery stock grown by them and to confine themselves to grow only such stock that is congenial to the climatic conditions of their respective localities.

I hold that the only kind of nursery business that offers encouragement for the future is the retail nursery business, conducted on the plan of selling goods by means of agents. If the nurserymen of this country would only stick together and protect the business by preventing wholesale prices from getting into the hands of planters, there would soon be a different tone to the business.

It is unfortunate that among the old and large nurseries there is a tendency to allow their wholesale prices to get into the hands of planters, or quoting by letter prices that are detrimental to the retail nursery business, thereby digging their own graves and destroying the source of trade from which they expected to derive a good share of business.

All nurserymen who attended the Milwaukee convention, by their facial expressions and conversation, exhibited every evidence to show the discouragement under which they were laboring, considering the awful condition of the nursery trade brought about by those in the trade, who in order to secure a small gain are willing to destroy the splendid retail business we used to enjoy in past years.

Monroe, Mich. CHAS. E. GREENING.

Jammed the Nail Squarely

Editor American Nurseryman:

We wish to compliment Mr. A. C. Hanson, of Wauwatosa, Minn., on his article in the current issue of the American Nurseryman, in behalf of the retail nurserymen. He jammed the nail square on the head, and we think the time is not far distant when the nurserymen will be known, not only by their fruits but by their methods of doing business. No one has a right to wholesale

prices except those who are well established in the retail business.

THE C. V. NURSERIES,
J. WILLIS TETIRICK.

Connecticut Association Outing

Editor American Nurseryman:

For our summer outing we motored to Riverside Park, a suburb of Springfield, Mass., about fifty being in the party.

The baseball game was called at 11 a. m., nines being chosen and captained by Messrs. Campbell and Brassill, named as the "Ornamentals" and "Big Stock" respectively. The "Big Stock" nine, proving true to name, taking the "Ornamentals" into camp to the tune of 20 to 9 scores owing, perhaps, to their refusal to "be out" until four batters were retired.

The ball game between the Lady nines proved very interesting and the score will not be published—for lack of space.

Dinner was served by the Park Management, after which the amusements of the Park were enjoyed, shop talked, and everyone voted it one of the most enjoyable outings the Association ever held, and all look forward to the one next year.

F. L. THOMAS, Secretary,
Connecticut Nurserymen's Assn.
Meridian, Conn., August 17, 1916.

British Fruit Crop Short—A year ago we had the satisfaction of recording one of the most abundant fruit seasons ever experienced in this country, and apples, pears, and plums, which are certainly amongst the most valuable crops, were particularly plentiful. This year the prospects are less rosy; indeed, it has to be acknowledged that, taking for the moment the hardy fruits as constituting one crop, the yield is likely to be extremely deficient.—Gardeners' Chronicle, London, Eng.

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Obituary

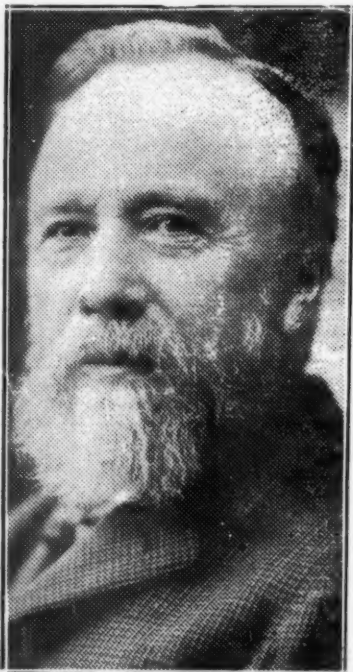
John Charlton

John Charlton, one of the best known nurserymen and florists in Western New York, died at 7 o'clock Tuesday morning, August 1 at his home, No. 629 Culver road. Mr. Charlton was 80 years old and had been declining in health for about six months.

In 1869 Mr. Charlton introduced ampelopsis veltchii into this country. In 1873 he propagated the Peter Henderson tree carnation. The introduction of this variety marked an epoch in the history of the carnation. He also introduced the Pocklington grape and the golden prolific gooseberry. He helped to introduce the James Vick strawberry. Mr. Charlton was among the first to grow hardy grapevines for market and was well known as an expert grower of fuchsias. The firm of John Charlton & Sons is noted for the growing of roses, flowering shrubs and peonies.

BEGAN WORK IN ENGLAND

John Charlton was born at Horningsham, Wiltshire, England, on November 19, 1835. He received his education at the village school, which in those days was rather limited in its scope. He was always fond of plants and flowers, and his love for them led him to take up the profession of gardener, and afterward that of nurseryman. At the age of 17 he was apprenticed at the gardens of Longleat, the county seat of the Marquis of Bath, which was then, as now, one of the show places of England. He was chosen out of twenty-four applicants.



JOHN CHARLTON

Mr. Charlton spent the first year of his apprenticeship among the fruit trees and wall fruits. The second year he was in the flower garden and the third year in the forcing house, where he learned how to grow fruits under glass. He left Longleat at the end of his three years and went to the island of Guernsey, where he took charge of the garden of Peter De Jersey.

TO ROCHESTER IN 1857

In the fall of 1856 the young gardener landed in New York, a few days after reaching the age of 21. He spent the first winter in Canada and in the following spring he came to Rochester, where he has lived ever since. He was engaged by the late George J. Whitney, a director of the New York Central railroad, staying with him until the fall of the following year, when his employer secured him a position with Joseph Hall, a horseman, miller and agricultural implement maker. In this position he remained until Hall's death, six years later.

In 1865 Mr. Charlton resolved to make his own venture in business. He secured two acres of land and built a greenhouse, afterward replacing it with some that were larger. From time to time he added to his land until he had about 150 acres under cultiva-

tion. When his sons, John A. and Joseph M. Charlton, became old enough, he associated with them under the firm name of John Charlton & Sons.

Mr. Charlton leaves his wife, Sarah Charlton; two sons, John A. and Joseph M. Charlton; two daughters, Mrs. W. B. Kerr and Miss Margaret Charlton, and three grandchildren.

Jackson Dawson

Jackson Dawson, of the Arnold Arboretum, Jamaica Plain, Mass., died August 3, aged 75 years. He was born in the East Riding of Yorkshire, England, in 1841. He came to America when quite young and at the early age of 8 years started to work in the nurseries of his uncle at Andover, Mass. He moved from there to Cambridge, Mass., a few years later and worked for a considerable time in the noted nurseries of C. M. Hovey & Co., at that time the Mecca of new and rare plants in America. His enlistment during the Civil war dated from August 2, 1862, and he served until the close of the great struggle. He was severely wounded in the leg, which bothered him to some extent the rest of his life. While in the southern states he studied the plants of that region carefully and sent home many packages of seeds.

In 1871 Mr. Dawson was offered and accepted a position with the Bussey Institute, Jamaica Plain, Mass., then in charge of the late Francis Parkman. After two years' service in the school of horticulture there, Prof. C. S. Sargent took the place of Mr. Parkman and a little later became director of the now world-famed Arnold Arboretum, which is one of the departments of Harvard University. Mr. Dawson was appointed superintendent of the arboretum over forty years ago and then began his wonderful life work in the propagation of hardy plants from all parts of the temperate globe. As a propagator, no matter whether it was from seeds, cuttings, grafts, layers, roots or by some other method perhaps not previously



JACKSON DAWSON,
Arnold Arboretum, Jamaica Plain, Mass.

considered, the deceased had no equal in America, and his wonderful skill with admittedly difficult subjects was even better known and appreciated in Europe than in America.

A general nursery business has been organized at Portland, Me., under the title of Jordan-Blanchard Nursery Co., and has been incorporated for \$10,000. The following are the incorporators: Harold Jordan, C. A. Jordan, A. F. Jordan, C. W. Barber, S. W. Jordan, H. C. Blanchard and C. S. Blanchard.

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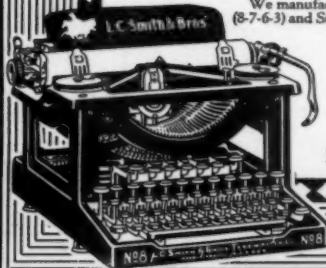
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